

THE WISCONSIN ARCHITECT

THE OFFICIAL PUBLICATION OF THE WISCONSIN ARCHITECTS ASSOCIATION —
A CHAPTER OF THE AMERICAN INSTITUTE OF ARCHITECTS

VOLUME 22 No. 2

FEBRUARY 1954



St. Charles Boys' Home
Milwaukee, Wisconsin

Photo: Liza-Leigh Hunt

Mark F. Pfaller Associates, Architects
Wauwatosa, Wisconsin

THE WISCONSIN ARCHITECT
 Official Publication
 WISCONSIN ARCHITECTS ASSOCIATION
 A CHAPTER OF THE AMERICAN
 INSTITUTE OF ARCHITECTS

LEIGH HUNT, F.A.I.A., *Editor and Publisher*
 ELIZABETH SCOTT HUNT, *Managing Editor*
 759 N. Milwaukee St., Milwaukee 2 BRoadway 1-1220

Published Monthly
 Subscription, \$1.00 per year
 Address all communications for publication to Editor
 759 N. Milwaukee St., Milwaukee 2 BRoadway 1-1220

WISCONSIN ARCHITECTS ASSOCIATION
A Chapter of The American Institute of Architects

OFFICERS AND EXECUTIVE COMMITTEE

Joseph J. Weiler *President*
 Arthur O. Reddemann *Vice-President*
 Leigh Hunt *Secretary-Treasurer*

DIRECTORS AT LARGE

John J. Brust
 Francis S. Gurda
 William G. Herbst
 Mark T. Purcell
 Arthur O. Reddemann
 Joseph J. Weiler

DIVISIONAL DIRECTORS

Milwaukee Division

Fritz von Grossmann
 Frederick J. Schweitzer

Madison Division

William Vogt Kaeser
 Emiel J. Klingler

Northeastern Division

Sylvester J. Schmitt
 Julius S. Sandstedt

STATE DIVISIONS

Milwaukee Division

Roger M. Herbst, *President*
 Maynard W. Mayer, *Vice-President*
 Robert P. Potter, *Secretary-Treasurer*

Madison Division

Thomas H. Flad, *President*
 John W. Steinmann, *Vice-President*
 Carl H. Gauzewitz, *Secretary-Treasurer*

Northeastern Division

Maurey Lee Allen, *President*
 Paul A. Kilp, *Vice-President*
 Eugene Wasserman, *Secretary-Treasurer*

Wisconsin Architects Association
 Sixth Annual Convention
 February 11, 12, 13, '54

This can be but a resume of all that transpired at the Fifth Annual Convention of the Wisconsin Architects Association held in Milwaukee, February 11, 12, 13, 1954, at the Plankinton House, and the North Central States Regional Conference conducted in conjunction with the Convention. More detailed accounts will be carried on in the March issue of this magazine.

The registration desk opened at 1:30 P.M. on Thursday, February 11, and at 2 P.M., the Annual Business Meeting of the Wisconsin Architects Association was called to order by President Joseph J. Weiler. The various reports were made and there were discussions on new and unfinished business, followed by announcement of the results of the letter ballot election of Directors.

The newly elected Directors at Large are Arthur O. Reddemann, Francis S. Gurda, William G. Herbst, John J. Brust, Milwaukee; Mark T. Purcell, Madison. Joseph J. Weiler, as retiring president, also will serve on the Board.

The new Divisional Directors, nominated by their respective divisions and elected by the membership, are Fritz von Grossmann and Frederick J. Schweitzer, Milwaukee Division; William Vogt Kaeser and Emiel J. Klingler, Madison Division; Sylvester J. Schmitt and Julius S. Sandstedt, Northeastern Division.

At the March board meeting, the new Executive Board of Directors will elect a President and Vice President as well as a Secretary-Treasurer to replace Leigh Hunt who had asked that his name be stricken from the ballot and that due to his years of having served as Secretary-Treasurer, he be relieved of such office.

REGIONAL CONFERENCE

Friday morning, February 12, at 9:15, found architects from Minnesota and Illinois, alongside the Wisconsin group, being welcomed to the Regional Conference, by Edgar H. Berners, Green Bay, Regional Director of the North Central States District. Also greeting them were Arthur O. Reddemann, Convention Chairman, and Don Fridell, President of the Wisconsin Chapter of the Producers' Council.

The balance of the morning was given over to the Public Relations Workshop, conducted by Walter M. Megronigle, Manager, Public Relations Division, Ketchum, Inc., of Pittsburgh, Pa., Counsel for The American Institute of Architects, under the direction of John Root, Chairman of the A.I.A. Committee on Public Relations.

Mr. Megronigle enumerated and analyzed the highly important steps an architect must take if he would achieve more satisfactory public relations. He said that through the country he had found weird attitudes among architects. Some, he said, even had chips on their shoulders towards the public. "This attitude must be changed," he warned. "You must be a friend. Also, in meeting a client, you must be armed with a basic story. Lots of architects find difficulty in telling what they can do."

Here are portions of his other suggested steps: 'Sit down as a group, with building committees — churches, hospitals, schools — and tell them what contributions you can make by bringing to them the

latest architectural developments. This program is paying off.

"Seek the participation of others to help you.

"Study your channels for publicity. When you contact newspapers, know what you want publicized. Set forth your story. Don't expect newspaper editors to think for you.

"There is the humanizing participation. People like folks who are folks. Some architects think they can get by by being characters. How can we make architects look human by such an attitude? Let's be honest with good folks.

"Time your publicity. Hold conferences regarding your public relations program. Use strategy."

Printed sheets noting public relation problems were handed the architects, who formed groups for discussions; each group nominating a spokesman to present their findings to the jury, composed of the various chapter presidents.

As the most vital problem confronting the Architects, the groups chose for discussion, No. 2 on the printed sheet: **A FEW BELIEVE THE ARCHITECT'S FEE IS A LUXURY.**

The spokesmen offered such solutions as: Enlighten the people on their misconceptions . . . Discuss from the standpoint of service and make the public see that the Architect can do a better job and save money . . . Rid the public of its misconception that the architect's by-product is a blueprint; that we introduce longer life to a building, and if they want just a plan, they can buy it anyplace, and stress the money saved on bidding . . . Let the people know that they get better results by employing an architect — such as public safety, etc. . . . The Architect saves more than his fee . . . The architect saves the client unnecessary trouble and lets him know what he is going to get for his money . . . Just as the doctor protects the patient, so does the architect protect the client by giving better design, and a better price is received when selling a building if it has been designed by an architect.

Perhaps the most honest solution to the entire public relations program was offered by Richard Philipp, the gist of it all being that "a satisfied client is your best booster."

In giving the jury's verdict, Foreman Philip Will, Jr., President of the Chicago Chapter, suggested enlightening the public that a building will cost money, regardless, and then gave forth with the choice truism:

"ARCHITECTS DO EXIST AND ARE IN BUSINESS, SO THERE MUST BE SOME GOOD REASON FOR THEM."

CLAIR W. DITCHY, A.I.A. President

Clair W. Ditchy, President of The American Institute of Architects, was the speaker at the Friday luncheon.

President Ditchy opened his talk by saluting the Dean of Milwaukee Architects, Gerrit J. De Gelleke, who served as chairman of the A.I.A. Finance Committee for many years.

"Due to his sagacity and financial wizardry, his contribution to The American Institute of Architects cannot be measured," the President said.

"We are fortunate to be members of the A.I.A.," he began, and then went on to tell of the history of The Institute, from its founding by sixteen architects, almost a century ago, in 1857, to the present, with its membership of 10,000.

(Continued on Page 8)

SPEECH DELIVERED BY J. J. WEILER AT THE WISCONSIN SOCIETY OF PROFESSIONAL ENGINEERS' CONVENTION IN MILWAUKEE ON JANUARY 30, 1954

In the public mind, very often, with reference to building design, the architect and engineer are thought of synonymously. Even some in the professions think they are the same, but there are differences, and some very closely related similarities also. These I wish to review with you today.

Building is one of the three basic human needs along with food and clothing. It probably was the last to be satisfied in point of history, but today it is very close to first in protecting highly civilized man from the elements, particularly the elements in this climate such as you and I live in.

A carpenter can produce shelter unassisted on a small scale but it is not long before he sees his limitations and asks for direction—"DESIGN"—to you, and to the architect. He wants a building designed functionally to house and protect human activity and then to add a plus on the design. That is, the design should be convenient to use and pleasant in appearance.

Let us take a simple kitchen in a house, how would you, as a builder, or as a carpenter, wish to have your information so that you could deliver, at completion, a workable unit to an owner of a house for the preparation of food.

The prime purpose of a kitchen in a house is the preparation of food and therefore this problem underlies everything in connection with the building of the kitchen. If we look at this kitchen from the point of view of a housewife and separate her activities, we may more intelligently plan it based on the divisions of her work.

There are several solutions to this kitchen problem based on the space available. The units can be arranged in a rectangular plan, a U-shaped plan, an L-shaped plan, a T-shaped plan, or any other split variation of these depending upon the size and shape of the space available for kitchen purposes.

At this point I should mention that there are several other things which need to be considered, namely, this kitchen should present a pleasant environment in which to work, since most of the woman's time is spent in the kitchen. Lighting should be adequate and restful, artificial and natural. Painting and decoration are integral and important adjuncts to this working area. The above is the planner's general approach.

Now there are some incidental and important items yet to consider. This kitchen should be supported on floor joists, be enclosed in walls and have a roof. But these are all subservient to the main operation of the kitchen, namely, the preparation of food. Hot and cold water with wastes will need to be supplied and electricity should be supplied to the disposal unit, the refrigerator and to all electrical conveniences in this room, including range, but let us not lose sight of the fact that the operations accomplished by the housewife in the preparation of the food are paramount and everything else is subservient to her needs in producing a meal with a minimum amount of inconvenience and human effort. To further illustrate, let us take a look at another function in our present day domestic setup, namely, the American bathroom. For the convenience of the plumber and to save cost,

primarily, we have, for the last 50 years, put all plumbing fixtures together in one room. We have forgotten the inconvenience to the user. How much more usable would a bathroom be if we put the water closet in a separate alcove, then put the tub in another alcove and use the lavatory in a small open space generally accessible? Privacy could be attained by three people concurrently using the same room at the same time. You know the penalty paid in tensions in family living for this condition, all simply for the convenience of the plumber in putting all of the fixtures in one room. True, he has saved us overall costs in the project but how much more free would our living be if we intelligently planned our bathrooms, our kitchens and all our other domestic functions.

Now what I wish to point out here is this, that planning for use of a building is far more important than the materials, structural, mechanical and protective. Given a basic approach for use, the materials will naturally fall into line.

This brings out the differences and the similarities of architects and engineers. First, an architect primarily plans for use and the materials are the medium for accomplishing this end. Second, the engineer is primarily interested in the materials and their services to the design. An analogy may approximate here: A homemaker is concerned with the use of a building to make a pleasant home environment while a housekeeper is primarily interested in materials conducive to housekeeping practices. Housekeeping is not an end in itself, rather a means to an end, namely, homemaking. You may recall some meticulous homes which you have visited yet you did not feel comfortable in them or "at home." Further, I recall a pair of definitions given to me early in my university training. An architect is, by definition, a master builder and planner while an engineer is primarily concerned with the forces and materials of nature in their service and convenience to mankind. The forces and materials of nature are not an end, in themselves, but rather a means to an end, namely, building.

Now we come to the problem of coordinating these materials in a building. Who should be the coordinator of the materials? Coordination can best be accomplished by those who have had specific training in the human needs of the users of the building and it is at this point that the architect's training deviates from the engineer's. You are familiar with the engineer's training but I would like to enumerate for you three main things which enter into an architect's training which are not emphasized in an engineer's training.

First, an architect is also trained in logical planning, that is, not a planning of materials as we need to plan and use the materials in a hydro-electric plant, but he is trained in logical planning of human activities.

Second, an architect is trained as a coordinator in building activity and this coordination is best understood by those who have the users point of view. Courses in building technology, construction material, structures, specifications, plumbing, heating, wiring, ventilation, acoustics, financing, bids, contracts, supervision are all inter-related to the end in producing a usable building. Similarly sociology, esthetics, history are likewise included. These all contribute to usable building.

The third element of training in an architect's background is that of the Fine Arts, in other words,

Painting and Sculpture. By painting I do not mean the protection of construction materials but I mean painting to produce an esthetic effect. I realize that painting and sculpturing are integral parts of the building although there is a vogue at the present time of deleting this from building, yet there is no assurance that it will not return and when we review better buildings of today we can see that they are judicious and intelligent adjuncts to building.

As an architect I cannot produce painting and sculpture personally, but I do sincerely appreciate the contribution that these Arts make to building. Therefore, I wish to point out to you that the training of an architect and an engineer is different. This is readily appreciated by a contractor's superintendent or carpenter, both of whom are obliged to execute the will of the designing architect and engineer in the field.

Again going back to our title, "Building Design—Architect or Engineer" who are we as professionals to think that we are so important? Who really executes the shelter? Is it not the mason, the carpenter, the steamfitter, the plumber, the electrician and even the common laborer? All we are, are directors. The building mechanics produce the structure for the User and we, whether we are architects, engineers or contractors, are just the servants of the public in directing the mechanics of the building to produce something which will be of use to them.

At this point I might bring out another idea. If someone should ask what constitutes a perfect building, what would your answer be? First, a perfect building is one in which the work is so well done that the user will be perfectly content with its convenience and comfort. Second, the work will be so well designed and engineered that the user will not be aware of it. Third, the work will be so well coordinated that the public who comes into contact with the structure will be so well satisfied that the identity of everyone who contributed to the completion of the structure will be completely lost, that is, the tradesman, building superintendent, contractor, engineer and architect will all be completely lost.

As an example: Who designed Rheims or Notre Dame Cathedrals? Who were the builders and also who was the Bishop who directed the design? All are completely lost because these cathedrals have become an integral part of the people who produced them and who are in turn made by the building which they use.

Many of you might say "well then, an engineer can design a building as well as an architect," because you can produce all these desirable characteristics whereby the identity of the designer is lost in a successful building. If you can do this and if you have the possibility of doing this by training in the future, then the thing to do is for you to present yourself to the Registration Board of Architects and Engineers and with your qualifications convince them that you are competent to plan and design a building. The architectural registration law much as the engineering law, is devised to protect the public against incompetence. If you do have the ability to adequately design a building the Registration Board can readily review your qualifications and by examination admit you to the practice of architecture. The Registration Board is not out to protect the professions but is out to protect the public. This is the legal approach to the building design problem.

There is another aspect to the problem of building design. Namely, whether or not you are actually qualified to design a building. You will only be qualified actually when you are in a position to take the responsibility which goes with a design. By this responsibility I mean this: Are you able to defend that which you would do in connection with the building?

If approached by a janitor who would ask you why a hot water system is designed for the building and not a steam system, could you answer him? Likewise, could you answer the officer at a desk concerning whether or not fluorescent lighting should have been used in lieu of incandescent? Or could you answer the question of an advertising man who would say "Why is green used in this room and not blue?" Also, could you answer the president of the firm when he called your attention to the fact that the privacy afforded the directors was not consistent with the privacy afforded other officers of the company? Could you defend the arrangement of space which made this problem apparent?

Thus, there is a legal approach to becoming an architect, by Registration, yet there is a moral approach whereby you will need to accept the responsibilities which go with design based on human needs. At this point I would like to illustrate in another way the responsibility which goes with building design. Years ago some English builders produced the Parliament Building in London. This building was destroyed by the Blitz and needed re-building after the war. Winston Churchill was asked whether or not the Parliament Building should be rebuilt as previously or whether it should be re-designed for more modern needs. It was Winston Churchill who observed that the shape of the former House of Commons had shaped the thought of the English people for many generations and therefore in respect for what the previous building had given to them they should rebuild the new Parliament Building and House of Commons in the same shape as it had been given to them by the previous builders. The previous designer and builder did give something to the future.

If you as engineers wish to design buildings, you should therefore be prepared to take the responsibility for molding the future users of the building into that which they might be. This is no small responsibility.

In conclusion, then, let us go back to the original premise, "Building Design—Architect or Engineer." What do they contribute to the building? Briefly stated an architect is primarily interested in building planning, coordination, and artistry. An engineer, through his training, is more nearly interested in the physical sciences and materials. Both have their contributions to make. Both look at the same problem from a different angle. As buildings are still to be used by humanity as it exists today, possibly a building design should be coordinated by an architect with the assistance of an engineer in whose help the physical sciences can contribute to the service and convenience of mankind.

The Younger Members Speak

THE following letters written by the "younger members" of the Chicago Chapter, to their President, Philip Will, Jr., and his replies, appeared in the Chicago Chapter Bulletin. They are herein reprinted because we know that these questions and criticisms also arise in the minds of our members — not only among the younger, but the older members as well, and merit the well-grounded, succinct explanations as given by Mr. Will. Each letter problem and reply bears a matching number. — The Editor.

Dear Phil:

Enclosed is a summary of the discussions by the special committee established last Spring to discuss questions in the minds of young architects with regard to their membership and participation in the activities of the A.I.A.

There is some question in the minds of young architects as to why they should join the A.I.A. or why they should continue to belong once they have discovered the very obvious lack of logic to its present direction not only locally but nationally.

Clients do not seem to feel that an A.I.A. membership is of importance, and the A.I.A. could be a tremendous educational source of new methods, techniques and ethics.

There is a reluctance among competent young architects to join an organization that has tolerated the licensing of incompetent people and further granted them membership in their own ranks. This incompetence is not only limited to the legal and business phases of the field but worse — to the aesthetic, ethical and technical characteristics which are essential before anyone can be known as an architect.

Therefore we recommend that the A.I.A. begin a very comprehensive program of rehabilitation pertaining to the following suggestions:

Dear Bruce:

Thank you very much for your very thoughtful and succinct letter of the 28th. I care a great deal about the opinion of young architects with reference to A.I.A. activities. To make sure that your suggestions will receive full consideration I am having copies of your letter distributed to the entire Executive Committee.

Not in defense, but rather to indicate to you the sympathy we hold for your suggestions, I would like to comment briefly.

Your statements relative to competence are right on target. My feelings on this are so strong that I have asked that it be the principal concern of our Practice of Architecture Committee for this year and have also recommended to the Institute that our members be subject to discipline on grounds of incompetence rather than solely for violation of the rules of

ethics. It is obvious to me that architects are generally regarded as ethical. It is equally obvious that the entire profession suffers by reason of the incompetence of many of its members. To meet this locally we are establishing more stringent standards of membership, and cases of incompetence that come before us will be dealt with most severely.

The following are comments on your specific suggestions as numbered in your letter:

1. The quality of drawings made by architects and submitted for building permits was strongly criticized.

1. Not only the quality of drawings but the extent of architectural service to be rendered for our fees is under study by the Chapter Subcommittee on Fees. We would like to produce a document which will help to establish the kind and extent of service that should be rendered to earn the fees we ask.

2. The enforcements of ethics of practice.

Strong appeals should be made to the personal pride of architects to comply with the rules of performance.

2. The Mandatory Rules are under constant study nationally and locally. They were discussed on the floor of the Convention at some length, some of the strongest recommendations coming from the Chicago Chapter. It is hard to understand the difficulties involved in applying these rules unless you have actually had experience in disciplinary cases. This has the continued attention of both our Committee on the Practice of Architecture and the Executive Committee.

3. Recommendations should be made on individual activity in public relations.

Example: Kellam & Foley of Columbus, Ohio publish a small brochure stating the personal history of the members of their firm and the services performed by all architects and particularly their firm.

3. Both our Committee on Public Relations and our professional counsel have made specific recommendations on individual public relations activities to our members. This they will continue to do. In addition, our January meeting will be devoted to public relations and will feature the firm employed by our national organization.

4. The A.I.A. should recommend a basis for establishing fees other than the present percentage recommendation.

Particularly small firms should be informed of accountants available for their profession.

A committee could be formed to help small firms with their business problems. Most architects are not trained to be businessmen. The AIA could cooperate with educational institutions to encourage such training.

4. The Octagon presently publishes standard documents designed for use when fees other than percentage are preferred. These provide for several methods, including lump sum, cost plus a percentage, cost plus a fee, etc. Our national Committee on Collaboration with Home Builders, chairmanned by Morgan

Yost, has given much study to other methods of establishing fee, including royalties.

I agree that more can and should be done to advise new firms on their business methods. Of the complaints we receive from clients directed against our members, by far the largest number arises from business deficiencies.

5. We should occasionally invite members of other professions to the meetings — lawyers, institution magazine editors, doctors, etc. as audience participation guests.

Too many architects only, at these meetings. We feel that the opinions of other people should be expressed. Many of us would like to hear their comments.

The evolution of society depends upon the techniques of the entity. Isolation of the profession leads to eclecticism of the worst sort.

5. Your suggestion that we invite the participation of other professions in our discussions is indeed well taken. In particular, we are attempting to arrange a meeting which will feature newspaper publishers. Other groups will be given consideration.

6. The AIA Chapter could maintain a list of the members and their experience plus a list of the firms. This should include:

The type of work expected and available in firms and by individuals. This would avoid any misunderstanding in all employee-employer problems. This is a first step in improving personnel relations.

6. This proposal needs a bit of clarification. The Chapter Office does maintain a file giving the experience records of those firms in Chicago which have cooperated by sending in the material. This has been extremely useful in advising many people who call the Chapter Office asking for the names of architects experienced in certain specialized fields.

7. Sponsor home shows and exhibitions of architects' work in collaboration with materials companies.

Or collaborate extensively with materials companies for their shows.

7. Several exhibitions are planned for this year. One is being jointly sponsored by the magazine "Living for Young Homemakers" and is being done with the collaboration of the Plan Commission. A second exhibition is in connection with a new building materials display about to start at the Merchandise Mart. Initially the work of the following firms will be featured: Skidmore, Owings & Merrill. Loeb, Schlossman & Bennett. Yost & Taylor. Perkins & Will.

8. Establish a research committee to recommend methods and suggest problems to producers. They should endeavor to contact the producers to meet the demands of modern building.

Study Federal Specifications and attempt to have them brought up to date.

8. By action of the 1953 Convention the Chicago Chapter proposal was adopted which creates a Materials Research Committee. The work of this Committee may well lead to the results you suggest. Locally I am hopeful that progress in this area can be made through our Building Types committees. It has been proposed nationally and locally that special

councils of the Institute be established which will have a continuing membership and which will build a body of information leading toward the steady improvement in building construction and design. It is intended that the groups will invite the participation of other professional disciplines.

9. The committee on the building code should have representation in City Hall with regular reports on matters of interest to architects. The AIA should take active participation in issues not only that concern business but where their know-how can contribute to the city's welfare.

9. I agree that it is desirable to have representation in the City Hall to participate in the writing or modification of the Building Code. As yet we have not discovered a practical method. We have found no one who will do this on a voluntary basis, nor do we have the funds to employ a representative.

10. We feel that the indiscriminate granting of Fellows is making the honor insignificant.

The committee in charge of this honor should not feel obligated to grant even one fellowship a year. Suggest another type of award for satisfactory work rather than such a high honor.

10. I personally share your feeling that the granting of Fellowship in the Institute should be predicated on high professional accomplishment. Fellowship should say to the public that this man is first of all an outstanding architect. I believe that a secondary recognition should go to those who have devoted themselves long and faithfully to our internal professional problems. There is some evidence that the position you take is becoming more widely shared through the Institute. I would like to see it promoted.

11. Program some meetings as panel discussion to point out faults, experiments and achievements in buildings by chapter members.

The AIA sorely needs critics that understand architecture. Every member should be liable to be called in for a report on any building good or bad.

It is of no value to criticize the work of only those architects whose work is good enough to warrant being published.

The yare in a minority. Let us find out what the majority is doing and why.

11. I believe that panel discussions on experiments and achievements in buildings by our Chapter members is appropriate and can be the subject of lunch rather than dinner meetings. This has been done in the past and should be continued and better done in the future.

12. Emphasize the art-conscience of architects. Too many architects have forgotten the primary motivation for which they entered the field.

Businessmen could do better in other businesses.

12. Naturally we are for better design. We would be very much interested in any suggestions on how we can raise the esthetic standards of our members. The development of individuals capable of high accomplishment starts at birth and can scarcely be influenced significantly by other than continuing teaching and exposure to good work.

I am hopeful that a full exploitation of our Honor

Awards Program will be helpful in this area. It is my opinion that this Program should be sponsored by a number of civic groups in addition to architects. Our Committee has been directed to explore the possibilities of such support.

13. Architects should place nameplates on buildings.

This is simply to distinguish architect supervised buildings from contractors' structures.

13. We can certainly promote the signing of their creations.

14. Aim attention at some cooperation with speculative building. Help them to do better building since we cannot remain blind to their existence.

Very truly yours,
Bruce J. Graham
(for the Committee)

Bernard Bradley
Bruce Graham
Charles Martini
Jack Train

14. Our national organization, through its special Committee mentioned under (4) above, is doing excellent work. In addition, I have asked the Program Committee that consideration be given to a joint meeting this year with representatives of the Home Builders.

I hope the above comments will be helpful and will encourage you to expand your thinking further.

Very truly yours,
Philip Will, Jr.

Rundle-Spence

MANUFACTURING COMPANY

PLUMBING, HEATING
and MILL SUPPLY

MILWAUKEE - MADISON

29 N. CHARTER ST.

MADISON 5, WIS.

Phone 5-6754

445 N. FOURTH STREET

MILWAUKEE 3, WIS.

Phone BRoadway 1-2500

(Continued from Page 3)

He said that the business of architecture has always been a barometer to the financial word as it is the first to fall with a decline.

"Architects have a great responsibility," he continued, "for what we do for him will outlive the client and effect not only neighbors but entire communities. The better the architecture, the better the civilization."

* * *

Unquestionably, you wondered who she was — the young woman faithfully attending all Convention meetings. That was Miss Margaret Erdman of Manitowoc. She is an Associate member of the Wisconsin Architects Association and is in the office of Sylvester Schmitt, Two Rivers.

* * *

Shortly after the Convention, the Greg Lefebvres left for California. They'll be back in Milwaukee early in March.

* * *

The Convention didn't seem the same without Wilbur Henry Tusler, former Regional Director, of Minneapolis. He was to have taken part in the Saturday morning Seminar, but was unable to be here. However, Minnesota was well represented and a splendid aggregation came up from Illinois.

**QUALITY . . . GLAZED BRICK AND TILE,
FACE BRICK, COMMON BRICK, FIRE BRICK
AND HIGH TEMPERATURE CEMENTS**

Wisconsin Face Brick & Supply Corp.

4485 N. Green Bay Ave. CONCORD 4-4770 Milwaukee, Wis.

BRIXMENT the leading masonry cement

PLANNING A CHURCH

LET US HELP YOU WITH . . .

Conduit, conductor and wiring specifications. Minimum organ space required. Blower location and space required. . . . No obligation incurred.

UNITED ORGAN CO.

Authorized Wicks Pipe Organ Representatives

640 W. Virginia Roadway 2-5258
MILWAUKEE

Why it pays to use



in all commercial and industrial CONSTRUCTION

The big advantage of Stran-Steel framing is *measurable* in time and money saved.

You profit from the *nailability* of Stran-Steel framing—an exclusive patented feature.

You see, your workmen can *nail* inside or outside material to Stran-Steel studs, joists and purlins. Often, sub-assemblies can be made by shop labor, speeding the final, on-the-site assembly of framing sections.

If you are interested in lower "in place" costs it will pay you to get our estimate on fabricating and erecting the steel framing needed in your new building. No obligation on your part.



STRENGTH • SAFETY • UNIFORMITY • DURABILITY • FAST ERECTION

ARNOLD EQUIPMENT CORPORATION

2443 North 23rd Street
Milwaukee 6, Wisconsin
FRanklin 4-0226

STRAN-STEEL FRAMING IS A BUILDING PRODUCT OF GREAT LAKES STEEL CORPORATION



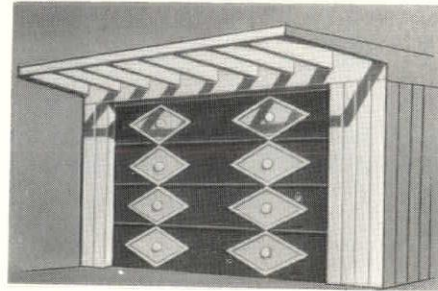
STANDS
FOR QUALITY

PAINTS • GLASS

in homes • offices • factories
institutions • schools • stores

PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS
PITTSBURGH PLATE GLASS CO.
620 SOUTH FIRST STREET • MILWAUKEE, WIS.

CUSTOMIZE . . .

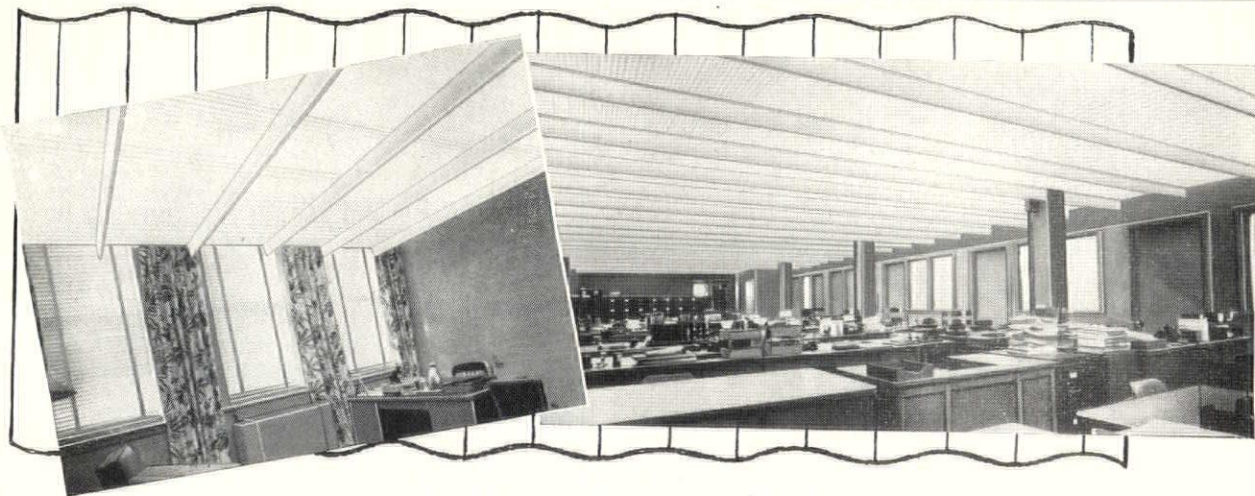


... YOUR GARAGE DOOR

Any standard model CRAWFORD Marvel-Lift Garage Door can be customized to the architecture of a home or preferences of a client. Moldings, rosettes and initials are available from Crawford. Produces a decorator-designed, custom-built door at modest cost. Crawford Doors are built to outlast the garage.

CRAWFORD DOOR
SALES CO. OF WISCONSIN

1940 W. FOREST HOME AVE.
MILWAUKEE 4, WIS.
EVERgreen 3-5200
Joseph W. Wilde, Pres.



***A Lighting* Fixture that Covers the Ceiling** **...uniform lighting in any size room**

The entire ceiling of each room becomes a source of artificial light. Any room, large or small, is filled with glareless, shadowless light, comparable only to daylight. This "luminous environment" is the ultimate in interior lighting.

Our engineers will help with your lighting problems — no obligation. Call BRoadway 6-6600, Ex. 2323.

WISCONSIN ELECTRIC POWER COMPANY

PUBLIC SERVICE BLDG. • 231 W. MICHIGAN ST.

PHOTOCOPIES

DRAFTING SUPPLIES

REPRODUCED TRACINGS

SCHMITT BLUEPRINT CO.

VAN DYKES

A.I.A. CONTRACTS

C. F. PEASE AGENCY

628 N. BROADWAY

BRoadway 6-1761

MILWAUKEE

**NOVOTNY L. J.
INC.**

Representing

F. H. LAWSON CO.**WADE MFG. CO.**

BRoadway 6-1899

PLANKINTON BLDG.

MILWAUKEE

WISCONSIN

**LIZA-LEIGH HUNT
ARCHITECTURAL PHOTOGRAPHER**

759 North Milwaukee Street

Milwaukee 2, Wisconsin

Phone BRoadway 1-1220

QUALITY . . .GLAZED BRICK AND TILE, FACE BRICK,
COMMON BRICK**GAGNON CLAY PRODUCTS CO.**

526 S. Broadway HEMLOCK 5-5318 Green Bay, Wis.

BRIXMENT the leading masonry cement

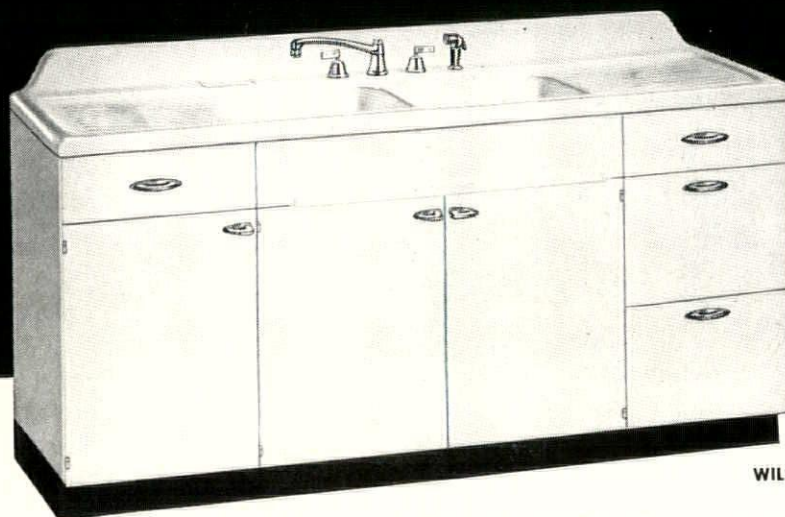
**SCHWARM ENGINEERING
ASSOCIATES****ELECTRICAL ENGINEERING AND
LIGHTING DESIGN SERVICE
FOR ARCHITECTS**

610 W. Michigan St.

Milwaukee 3, Wis.

EDWARD C. SCHWARM

Professional Engineer

KOHLER
Enameled Iron Sinks

Specific advantages important to the housewife are offered by these Kohler enameled iron sinks.

Maximum convenience is afforded by the twin drainboards which provide sanitary, self-draining work surfaces. The fixtures are in one piece, without joints.

Durability is assured by a strong, rigid base of iron, which safeguards the Kohler enamel from strain. This superior enamel is acid-resisting clear through, has a sparkling, smiling hue and finish, easy to clean and clean looking, no orange peel texture.

Other advantages of Kohler sinks include a full-length ledge; Duostrainers that make the deep basins water-retaining, collect solid waste and drain freely; a high-arched spout which simplifies filling bottles and vases; and a lever control sprayer for rinsing.

Kohler chromium-plated fittings match the sinks in style and quality.

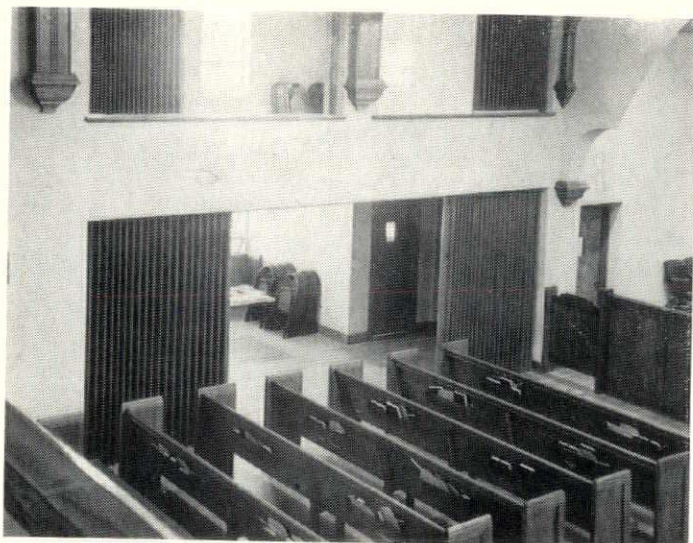
A full line of undersink cabinets is available—simple to install and easy to keep clean throughout.

WILSHIRE sink with cabinet. Sizes 60 x 25", 72 x 25".

Kohler Co., Kohler, Wisconsin. Established 1873

KOHLER OF KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS • AIR-COOLED ENGINES • PRECISION CONTROLS



"MODERNFOLD" "IN CHURCHES"

FOR
SUNDAY SCHOOL ROOMS
NARTHEX
CHAPELS

MODERNFOLD DOOR DIVISION

W. H. PIPKORN CO.

1548 West Bruce Street

Milwaukee 46, Wisconsin

MItchell 5-6800

EVERYTHING IN BUILDING MATERIALS AND REINFORCING STEEL

★
F. R. DENGEL CO.

for
*Fine Plumbing & Heating
Appointments*

★

*Urge your clients to visit
our showroom. Three makes
of fixtures to select from . . .
Kohler, Briggs Beautyware
. . . W. A. Case Co.*

BROADWAY 6-8950

1114 N. 4th St.

Milwaukee 3, Wis.

T. C. ESSER CO.

PAINTS

GLASS

WALL PAPER

MIRRORS

GLASS BLOCK

◆

CHURCH

STAINED GLASS

◆

MILWAUKEE

• OSHKOSH

LA CROSSE

FLOORING

FOR
RESIDENTIAL, PUBLIC BUILDINGS
OR
COMMERCIAL USE

• MAPLE, BEECH, BIRCH •
• and WISCONSIN OAK •
• in •
• STRIP, HERRINGBONE and •
• ASSEMBLED BLOCK FORM •

OUR MAPLE, BEECH and BIRCH flooring
is guaranteed MFMA (Maple Flooring Manu-
facturers Association) grade and manufac-
ture.

Architects

ADDRESS YOUR FLOORING PROBLEMS TO US

HOLT HARDWOOD CO.

OCONTO, WISCONSIN

★ ★ ★



America's Largest **Architectural** Concrete Project

Leonard Schultze & Associates, New York, architects. Gordon B. Kaufmann and J. E. Stanton, Los Angeles, associate architects. Bowen, Rule and Bowen, Los Angeles, structural engineers. Starrett Bros. and Eken, Inc., New York, general contractor.

This modern housing development in Los Angeles is the largest single architectural concrete project in the United States. The postwar phase of the development consists of eighteen 13-story cross-shaped units. Each unit contains 153 apartments. Earlier prewar construction consisted of studio-type, two-story units. In all, housing is provided for 13,000 persons in 4,253 apartments.

Architectural concrete was chosen for this job because of its firesafety, durability, good appearance and **low annual cost**. Only one set of forms was needed for each 13-story building.

Versatile architectural concrete is adaptable to buildings of any size, style or function. More and more architects are discovering that architectural concrete is an ideal medium for giving form to their finest designs.

For more information about architectural concrete write for free illustrated literature. Distributed only in U. S. and Canada.

PORTLAND CEMENT ASSOCIATION
735 N. Water St., Milwaukee 2, Wisconsin

A national organization to improve and extend the uses of portland cement and concrete . . . through scientific research and engineering field work